

FORM D

Notice of Exempt
Offering of SecuritiesU.S. Securities and Exchange Commission
Washington, DC 20549

(See instructions beginning on page 5)

Intentional misstatements or omissions of fact constitute federal criminal violations. See 18 U.S.C. 1001.

JAN 09 2009

OMB APPROVAL

OMB Number: 3235-0076

Expires: January 31, 2009

Estimated average burden
hours per response: 4.00

Item 1. Issuer's Identity

Name of Issuer

Live Well Financial, Inc.

Jurisdiction of Incorporation/Organization

Delaware

Previous Name(s)

☐ None

Entity Type (Select one)

- ☒ Corporation
☐ Limited Partnership
☐ Limited Liability Company
☐ General Partnership
☐ Business Trust
☐ Other (Specify)

Year of Incorporation/Organization

(Select one)

- ☐ Over Five Years Ago ☒ Within Last Five Years (specify year) 2005 ☐ Yet to Be Formed

PROCESSED

(If more than one issuer is filing this notice, check this box ☐ and identify additional issuer(s) by attaching Items 1 and 2 Continuation Page(s).)

JAN 16 2009

Item 2. Principal Place of Business and Contact Information

Street Address 1

830 East Main Street, Suite 1000

Street Address 2

City

Richmond

State/Province/Country

Virginia

ZIP/Postal Code

23219

Phone No.

(804) 201-4409

THOMSON REUTERS

Item 3. Related Persons

Last Name

Hild

First Name

Michael

Middle Name

C.

Street Address 1

830 East Main Street, Suite 1000

Street Address 2

City

Richmond

State/Province/Country

Virginia

ZIP/Postal Code

23219

Relationship(s): ☒ Executive Officer ☒ Director ☒ Promoter

Clarification of Response (if Necessary) President, Chief Executive Officer, Chairman



09000075

(Identify additional related persons by checking this box ☒ and attaching Item 3 Continuation Page(s).)

Item 4. Industry Group (Select one)

- ☐ Agriculture
☐ Banking and Financial Services

- ☐ Commercial Banking
☐ Insurance
☐ Investing
☐ Investment Banking
☐ Pooled Investment Fund

If selecting this industry group, also select one fund type below and answer the question below:

- ☐ Hedge Fund
☐ Private Equity Fund
☐ Venture Capital Fund
☐ Other Investment Fund

Is the issuer registered as an investment company under the Investment Company Act of 1940? ☐ Yes ☐ No

- ☒ Other Banking & Financial Services

- ☐ Business Services
☐ Energy

- ☐ Electric Utilities
☐ Energy Conservation
☐ Coal Mining
☐ Environmental Services
☐ Oil & Gas
☐ Other Energy

Health Care

- ☐ Biotechnology
☐ Health Insurance
☐ Hospitals & Physicians
☐ Pharmaceuticals
☐ Other Health Care

- ☐ Manufacturing
☐ Real Estate

- ☐ Commercial

- ☐ Construction
☐ REITS & Finance
☐ Residential
☐ Other Real Estate

- ☐ Retailing
☐ Restaurants
☐ Technology

- ☐ Computers
☐ Telecommunications
☐ Other Technology

Travel

- ☐ Airlines & Airports
☐ Lodging & Conventions
☐ Tourism & Travel Services
☐ Other Travel

- ☐ Other

Item 5. Issuer Size (Select one)

Revenue Range (for issuer not specifying "hedge" or "other investment" fund in Item 4 above)

- ☐ No Revenues
- ☐ \$1 - \$1,000,000
- ☒ \$1,000,001 - \$5,000,000
- ☐ \$5,000,001 - \$25,000,000
- ☐ \$25,000,001 - \$100,000,000
- ☐ Over \$100,000,000
- ☐ Decline to Disclose
- ☐ Not Applicable

OR

Aggregate Net Asset Value Range (for issuer specifying "hedge" or "other investment" fund in Item 4 above)

- ☐ No Aggregate Net Asset Value
- ☐ \$1 - \$5,000,000
- ☐ \$5,000,001 - \$25,000,000
- ☐ \$25,000,001 - \$50,000,000
- ☐ \$50,000,001 - \$100,000,000
- ☐ Over \$100,000,000
- ☐ Decline to Disclose
- ☐ Not Applicable

Item 6. Federal Exemptions and Exclusions Claimed (Select all that apply)

- ☐ Rule 504(b)(1) (not (i), (ii) or (iii))
- ☐ Rule 504(b)(1)(i)
- ☐ Rule 504(b)(1)(ii)
- ☐ Rule 504(b)(1)(iii)
- ☐ Rule 505
- ☒ Rule 506
- ☐ Securities Act Section 4(6)

Investment Company Act Section 3(c)

- ☐ Section 3(c)(1)
- ☐ Section 3(c)(2)
- ☐ Section 3(c)(3)
- ☐ Section 3(c)(4)
- ☐ Section 3(c)(5)
- ☐ Section 3(c)(6)
- ☐ Section 3(c)(7)

- ☐ Section 3(c)(9)
- ☐ Section 3(c)(10)
- ☐ Section 3(c)(11)
- ☐ Section 3(c)(12)
- ☐ Section 3(c)(13)
- ☐ Section 3(c)(14)

Item 7. Type of Filing

☐ New Notice **OR** ☒ Amendment

Date of First Sale in this Offering: **OR** ☐ First Sale Yet to Occur

Item 8. Duration of Offering

Does the issuer intend this offering to last more than one year? ☐ Yes ☒ No

Item 9. Type(s) of Securities Offered (Select all that apply)

- ☒ Equity
- ☐ Debt
- ☐ Option, Warrant or Other Right to Acquire Another Security
- ☐ Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security
- ☐ Pooled Investment Fund Interests
- ☐ Tenant-in-Common Securities
- ☐ Mineral Property Securities
- ☐ Other (Describe)

Item 10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? ☐ Yes ☒ No

Clarification of Response (if Necessary)

Item 11. Minimum Investment

Minimum investment accepted from any outside investor \$ 5,610

Item 12. Sales Compensation

Recipient		Recipient CRD Number	
<input type="text"/>		<input type="text"/> <input type="checkbox"/> No CRD Number	
(Associated) Broker or Dealer <input type="checkbox"/> None		(Associated) Broker or Dealer CRD Number	
<input type="text"/>		<input type="text"/> <input type="checkbox"/> No CRD Number	
Street Address 1		Street Address 2	
<input type="text"/>		<input type="text"/>	
City	State/Province/Country	ZIP/Postal Code	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
States of Solicitation <input type="checkbox"/> All States			
<input type="checkbox"/> AL <input type="checkbox"/> AK <input type="checkbox"/> AZ <input type="checkbox"/> AR <input type="checkbox"/> CA <input type="checkbox"/> CO <input type="checkbox"/> CT <input type="checkbox"/> DE <input type="checkbox"/> DC <input type="checkbox"/> FL <input type="checkbox"/> GA <input type="checkbox"/> HI <input type="checkbox"/> ID			
<input type="checkbox"/> IL <input type="checkbox"/> IN <input type="checkbox"/> IA <input type="checkbox"/> KS <input type="checkbox"/> KY <input type="checkbox"/> LA <input type="checkbox"/> ME <input type="checkbox"/> MD <input type="checkbox"/> MA <input type="checkbox"/> MI <input type="checkbox"/> MN <input type="checkbox"/> MS <input type="checkbox"/> MO			
<input type="checkbox"/> MT <input type="checkbox"/> NE <input type="checkbox"/> NV <input type="checkbox"/> NH <input type="checkbox"/> NJ <input type="checkbox"/> NM <input type="checkbox"/> NY <input type="checkbox"/> NC <input type="checkbox"/> ND <input type="checkbox"/> OH <input type="checkbox"/> OK <input type="checkbox"/> OR <input type="checkbox"/> PA			
<input type="checkbox"/> RI <input type="checkbox"/> SC <input type="checkbox"/> SD <input type="checkbox"/> TN <input type="checkbox"/> TX <input type="checkbox"/> UT <input type="checkbox"/> VT <input type="checkbox"/> VA <input type="checkbox"/> WA <input type="checkbox"/> WV <input type="checkbox"/> WI <input type="checkbox"/> WY <input type="checkbox"/> PR			
(Identify additional person(s) being paid compensation by checking this box <input type="checkbox"/> and attaching Item 12 Continuation Page(s).)			

Item 13. Offering and Sales Amounts

(a) Total Offering Amount	\$ 10,008,418.40	OR <input type="checkbox"/> Indefinite
(b) Total Amount Sold	\$ 10,008,418.40	
(c) Total Remaining to be Sold (Subtract (a) from (b))	\$ 0	OR <input type="checkbox"/> Indefinite
Clarification of Response (If Necessary)		

Item 14. InvestorsCheck this box ☐ if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering:

Enter the total number of investors who already have invested in the offering:

Item 15. Sales Commissions and Finders' Fees Expenses

Provide separately the amounts of sales commissions and finders' fees expenses, if any. If an amount is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$ 0 ☐ EstimateFinders' Fees \$ 0 ☐ Estimate

Clarification of Response (If Necessary)

Item 16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$ 0

☐ Estimate

Clarification of Response (if Necessary)

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and submitting this notice.

Terms of Submission. In Submitting this notice, each Identified issuer is:

Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in accordance with applicable law, the information furnished to offerees.*

Irrevocably appointing each of the Secretary of the SEC and the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes; or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.

Certifying that, if the issuer is claiming a Rule 505 exemption, the issuer is not disqualified from relying on Rule 505 for one of the reasons stated in Rule 505(b)(2)(iii).

* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") (Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)) imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.

Each Identified issuer has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person. (Check this box ☐ and attach Signature Continuation Pages for signatures of issuers identified in Item 1 above but not represented by signer below.)

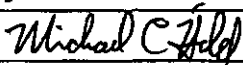
Issuer(s)

Live Well Financial, Inc, a Delaware corporation

Name of Signer

Michael C. Hild

Signature



Title

President and CEO

Number of continuation pages attached:

2

Date

11/7/09

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Item 3 Continuation Page

Item 3. Related Persons (Continued)

Last Name	First Name	Middle Name
Cantor	Stuart	
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (if Necessary)		

Last Name	First Name	Middle Name
Panak	William	
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (if Necessary)		

Last Name	First Name	Middle Name
Rome	Brett	
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input type="checkbox"/> Executive Officer <input type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (if Necessary)		

Last Name	First Name	Middle Name
Coulson	Fred	N.
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (if Necessary)		

Item 3 Continuation Page

Item 3. Related Persons (Continued)

Last Name	First Name	Middle Name
Sharp	Richard	L.
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (If Necessary)		

Last Name	First Name	Middle Name
Palumbo	Chris	
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input checked="" type="checkbox"/> Executive Officer <input type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (If Necessary) Chief Operating Officer		

Last Name	First Name	Middle Name
Rohr	Eric	
Street Address 1	Street Address 2	
830 East Main Street, Suite 1000		
City	State/Province/Country	ZIP/Postal Code
Richmond	Virginia	23219
Relationship(s): <input checked="" type="checkbox"/> Executive Officer <input type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (If Necessary) Chief Financial Officer		

Last Name	First Name	Middle Name
Street Address 1	Street Address 2	
City	State/Province/Country	ZIP/Postal Code
Relationship(s): <input type="checkbox"/> Executive Officer <input type="checkbox"/> Director <input type="checkbox"/> Promoter		
Clarification of Response (If Necessary)		